

PSJ15 Exh 22

Pre-show Worksheet

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Meeting

*National Community Pharmacists Association (NCPA)
2005 Annual Convention
107th Annual NCPA Convention & Trade Exposition
October 15-19, 2005
Broward County Convention Center
Ft. Lauderdale, FL*

Organization Contact Information

Sponsorship and Workshops – Lois Davis 703-683-2655
Exhibit Manager – Nina Dadgar 703-838-2673, email: nina.dadgar@ncpanet.org
NCPA Daily Advertising – Tim Mabie, Ascend Media 800-445-4577 ext.204

Meetings/Audience: - More than 3000 leaders of independent pharmacy, independent pharmacy GPOs (retail buying groups), and students, will attend.

Theme: “Ride the Independent Wave”

Next year’s meeting is: October 7 - 11, 2006
Las Vegas, NV

MEETING OBJECTIVES:

1. Enhance relationship with NCPA organization and its’ members by providing sponsorship of various programs.
2. Maintain awareness of Mallinckrodt and our products for independent pharmacists.
3. Uncover information regarding pharmacists experience in purchasing Mallinckrodt product through the various generic source programs.
4. Hold meetings in booth space . . .
5. Obtain competitive intelligence and selling messages from various booths with an emphasis on Fentanyl and Morphine (Mylan, Sandoz, Ivax/Teva).

Featured Products/Messages

Generics –

1. Compounding Powders – Display message: Narcotic compounding powders measure up to the highest standard. We’re the leader in narcotic production.

Exhibit representative message – We’ve been the trusted source for high-quality compounding powders for more than 120 years. Because we make our powders, you’re assured of purity, quality and a reliable supply.

2. Hydrocodone – Display message: “Trust in our strengths and soar with the #1 dispensed generic in the U.S. ...hydrocodone/APAP from Mallinckrodt”.

Exhibit representative message – “Mallinckrodt has an extensive line of hydrocodone/APAP strengths and ours is the #1 dispensed prescription drug product on the market.”

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3. Oxycodone – Display message: “One for all, all from one...responding to your oxycodone needs.”

Exhibit representative message – “Mallinckrodt has an oxycodone product for every patient need and you can get these products from one source ...us.”

4. Morphine ER - Display message: “*The complete package...005*”

Exhibit representative message – “Mallinckrodt offers an AB-rated alternative to MS Contin in the 15, 30, 60, 100 and 200mg strengths. It is also available in a number of packaging configurations to meet every pharmacies’ need.”

5. Fentanyl (if approved)

Zydus -

1. *Atenolol*

2. *Metformin*

3. *Ribaviran Tablets and Capsules* – Coming soon

Exhibit

MI Exhibit Model - Custom Tower Booth - 20x20 island

Layout/Mock-up – Attached is a layout and mock-up of the exhibit.

Graphics – The following graphic panels will be used in the exhibit

<i>Graphic Location</i>	<i>Size</i>	<i>Graphic</i>
Side 1 - Generics	30" x 24" Module Duratran – left	MPCU - Oxy/APAP
(Facing main aisle)	40" x 30" Tower Duratran – left	MPCU54–RESIZE-Morphine ER
	30" x 24" Module Duratran – rt.	MPCU - Oxycodone
	40" x 30" Tower Duratran – rt.	MPCU NEW –Coming Soon Ribaviran
	60" x 42" End Panel – left	MPCU86 – Our Promise, Your Supply
Side 2 – Zydus	30" x 24" Module Duratran – left	MPCU113 – Metformin
	40" x 30" Tower Duratran – left	MPCU82 – RESIZE Comp. Powders
	30" x 24" Module Duratran – rt.	MPCU112 – Atenolol
	40" x 30" Tower Duratran – rt.	MPCU83 – Hydrocodone (eagle)
	60" x 42" End Panel – rt.	MPCU82 – RESIZE Comp. Powders
	Privacy Wall	MPCU118, 119, 120 – Source/Supply/Promise

If Fentanyl approved, replace Powders in Tower and Morphine in Tower with Fentanyl graphics.

Graphic Files due to VisionStream: No later than Monday, September 26.

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Exhibit Schedule and Support – As a corporate member, MI receives twelve (12) complimentary registrations. These registrations provide access to educational and social events. Additional badges are \$495 per person.

Since we will be featuring both generics and Zydus products, we will need two representatives from both organizations during each exhibit session.

Sunday, October 16, 12:00 pm – 4:30 pm

Generic Rep 1 – Steve Becker
Generic Rep 2 – John Adams/Tim Berry
Generic/Zydus – Becky Lorentz
Zydus Rep – Kendall Brown

Monday, October 17, 12:00 pm – 4:00 pm

Generic Rep 1 – Steve Becker
Generic Rep 2 – John Adams/Tim Berry
Generic/Zydus – Becky Lorentz
Zydus Rep – Kendall Brown

Tuesday, October 18, 11:00 am – 2:00 pm

Generic Rep 1 – John Adams
Generic Rep 2 – Tim Berry
Generic/Zydus – Penny Estes
Generic/Zydus – Mark Pilkington/Steve Mullenix

In-Booth Promotion –

Drawing for Marble Apothecary Jar – MORPHINE – One per day.

Pre-Show Mailing – NCPA Group Mailing Deadline was Sept. 3 – 3000 pieces/\$3000

Mallinckrodt Staff Attending

MI will receive (12) complimentary meeting registrations, which will allow entry to the exhibit and all other sessions. MI attendees are:

- PTR – Ed Hesterlee, Mark Pilkington, Steve Mullenix, Penny Estes
- Generic Marketing – John Adams, Tim Berry, Kendall Brown, Becky Lorentz
- Generic Sales – Steve Becker
- Corporate – Vince Kaiman

Meeting Literature – List all meeting literature here –

300 Generic Catalogs
50 ea. Brand & AT Catalogs
50 Oxycodone sell sheet
50 Oxy/APAP sell sheets
200 Hydrocodone sell sheet
250 Compounding Powders sell sheet
100 Morphine ER sell sheet

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25 ea. Variety of others
100 Chronic Pain brochure
100 Your Generics brochure
50 Living with ADHD brochure
50 Metformin sell sheets
50 Atenolol sell sheets
SEND BOTTLES

Giveaways – List all meeting giveaways

400 Plastic Bags
1000 Generic Logo Highlighter Pens
400 Compounding Powders Sand Balls
400 Oxycodone Krazy Clips
600 Key Chain Lights
1000 M&M Packs (to Penny's room)
500 Morphine Mirrors

Budget/Expense – A budget of \$40,000 is projected and expenses will be posted to Market Development 157-011-24-0958.

Opportunities – Below are all MI investments in NCPA for CY2005.

Corporate Membership

Projects

Pharmacist e-Link

Meetings

Multiple Locations Conference

Sponsorship

Annual

Exhibit

Sponsorship - President's Portrait

Family Dinner

Student Competition

Safety Award

Issues and Policies – Following are some of the issues that all MI representatives should know and may serve as discussion points on business issues or public policy matters that might come up during the meeting.

- Pharmacist e-Link – review use
- Outcomes
- Buying groups – how NCPA can facilitate access
- Compounding
- PBMs – Understanding the NCPA position
- Pharmacist recovery programs

Attire – New FY06 Attire – Plan will follow

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ACTION ITEMS:

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